

FSC-98-B		6/4/97	
SUBJECT: Wal*Mart and Wal*Mart Supercenters 1. New fixture installation, Schedule 2. Contract Compliance 3. Promotion Calendar and Guidelines			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____	Sales Rep
<input checked="" type="checkbox"/> ROM		_____	Retail Rep

(Please distribute to affected Sales and Retail Representatives.)

Beginning Monday, June 9, 1997, Wal*Mart will begin installing new carton and pack fixtures in all Wal*Mart and Wal*Mart Supercenter stores. These installations are being handled by "Third Party Installers" commissioned by Philip Morris. Projected completion date for 2500+ stores is the week of August 11, 1997.

The following attachments outline RJR Field Sales responsibility during the installation period this summer as well as what constitutes contract compliance going forward. Our promotion calendar for the balance of 1997 is also included for planning purposes. It is subject to change based on competitive action. If changes are made you will be advised.

Field Sales Management should ensure all affected Sales and Retail Representatives are aware of the importance of securing the correct space allocation, position and brand selection on an individual store basis.

Each RJR region will receive a packet containing 49 different carton modulars (plan-o-grams) from Marty Washburn under separate cover, 7 clusters times 7 size sets. There are 3 different single pack modulars (plan-o-grams). One for all 12' sets, one for 16'-28' sets, and one for the Supercenter shoparound unit. A store list by region indicating size and cluster number will be included in the packet.

There are 4 key points to remember on this year's modular reset:

1. RJR access to the built-in promotional vehicle according to our promotion calendar
2. RJR Local Sales Discretion space on each carton/pack modular (plan-o-gram)
3. DORAL "Everyday Low Price" strategy in all stores
4. Permanent advertising pieces attached to the doors of each carton fixture (4 total)

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R. J. REYNOLDS TOBACCO COMPANY

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